

## Community Involvement Processes for Recycled Water Projects

or,

## Getting Your Ducks in a Row



Presented by:  
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to the

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## OVERVIEW

- Value of Community Involvement
- Internal "Public"
- External Public Affairs
- Case Study: East Bayshore Recycled Water Project



## Value of Community Involvement

*"The public gets it!"*

Felicia Marcus  
Administrator (1993 – 2000)  
U.S. Environmental Protection Agency  
Region IX

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## Value of Community Involvement

No public acceptance & support =  
No recycled water project

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## Internal "Public"

- Communication & coordination within your own agency
- Senior management buy-in
- Board support

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## External Public Affairs

This?

or

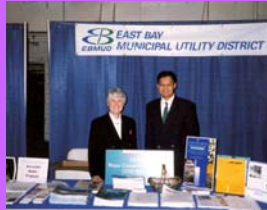
This?



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## Public Education & Outreach

Public education and outreach -- early and often -- is **essential** to successful project implementation!



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## 5 "C"s of Effective Community Affairs

- Credibility
- Comprehensive
- Communication
- Coordination
- Cooperation



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## Comprehensive Outreach & Education

- Elected officials
- Senior staff to policy makers
- Potential customers
- Community groups
- Special interest groups
- Regulatory agencies
- Media



## Cooperation

- Needed internally & with your various publics
- Check your egos at the door!
- Focus on what is in the public's interest



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## Case Study: East Bayshore RWP

### Challenges:

- Densely-developed urban core area
- 5 cities, many local government agencies
- Many prospective customers
- Potential environmental justice issue



## East Bayshore RWP

### Program Objectives:

- Develop awareness & support for EBRWP
  - ✓ Local government entities
  - ✓ Prospective customers
  - ✓ West Oakland community
  - ✓ General public
- Proactively address potential for environmental-justice type issues



## East Bayshore RWP

### Program Results:

- Broad support
- Rapport with West Oakland community
- SWRCB grant & low-interest loan funding
- Letters of support from mayors of all 5 EBRWP-service area cities for SWRCB funding

